NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

November 22, 1948

TO: All Active and Associate Members All Regions

FROM: Dick Hull, Station WOI, Ames, Iowa

RE: Special Enclosures

The material accompanying this memorandum deserves a word of explanation, and is worthy of your study.

ENCLOSURE #1 - Address by Wayne Coy, FCC Chairman, at Indiana Radio Conference

Every educational broadcasters, who seeks to understand current FCC thinking should study this talk thoroughly. In our opinion it is Mr. Coy's effort to spell out the FCC philosophy in re education and also to put the problem squarely up to educators.

This is more than pleasant or idealistic talk.

If you will read between the lines a little, you can see it indicates the FCC's idea of what we should do--by "we" I mean not only NAEB members, but colleges and universities in general.

THIS IS THE KIND OF MATERIAL YOUR PRESIDENT SHOULD SEE AND READ.

ENCLOSURE #2 - Address by Benjamin Cottone, General Counsel of the FCC at the annual NAEB meeting in Urbana.

Members and associate members will find study of the text of Cottone's remarks well worth the effort in determining future policy and action--both with respect to FM and TV.

THIS IS NOT FOR GENERAL DISTRIBUTION. KEEP IT IN YOUR OFFICE.

ENCLOSURE #3 - Official minutes of the annual NAEB meeting at Urbana, Illinois

This material, like NAEB newsletter, comes punched for insertion in 3-ring notebook. Many members have found it valuable for permanent file and ready reference to keep these reports in a heavy 8 x 11 ringbinder notebook.

REPORT ITEM - A committee on Television, headed by Harold McCarty, director of WHA, University of Wisconsin, is studying the situation as it applies to NAEB members, especially with reference to the ultra-high frequency band.

Any member having special information or interest in this area is urged to report immediately to McCarty.

Attached are two news stories re the NAEB Annual Meeting at Urbana---One from BILLBOARD and one from VARIETY. They may be of interest as detached and differing reports of the same meeting when compared with the official NAEB minutes.

NAEB PUTS UP ITS DUKES

(From -- THE BILLBOARD, October 23, 1948)

Battle Lines Set at Meet in Champaign

Hull Wins First Skirmish

Chicago, Oct. 16.-- If the country's educational broadcasters are to win their fight to service one third of the population which, surveys have indicated, is dissatisfied with commercial radio, they must win a major battle within the next year. This became apparent at the 22nd annual meeting of the National Association of Educational Broadcasters (NAEB) in Champaign, Ill., this week. Battle lines were clearly drawn at the meeting with opposition from commercial broadcasters expected on one flank. On another is a fight within the NAEB, with one element, the progressive force now in power, favoring the establishment of a network, hiring of an executive secretary, doubling of dues and other aggressive action. Still another group is satisfied to remain status quo.

First skirmish was won by the progressive element when Dick Hull, head of radio for Iowa State College and its station WOI at Ames, was re-elected president, with the board of directors and membership okaying his expansion plans. Hull's attitude can be summarized by two statements he made at the meeting.

Discharge Obligation

"The next year is the one in which we are going to have to discharge our obligation to bring one-third of the American radio audience the public service programming it cannot find on the air today," he said. "We're going to have to get together if we're going to be more than a curiosity on the scene."

Type of opposition educational broadcasters can expect from outside their own ranks was indicated by reports that a former FCC commissioner was interested in trying to have 20 FM channels presently assigned to educators taken away and given to potential commercial telecasters.

Fights Move

Against this move and others of a similar type the NAEB expects to fight vigorously. Resolutions passed at the meeting called for the setting up of a Washington office to protect NAEB interests, the eventual hiring of a full-time executive secretary and arrangements for an intensive publicity and promotion campaign. Indicative, also, was the board's resolution stating that NAEB policy would be based on a decision to petition the FCC to reserve some television channels in the U-H-F band for eventual use by educational stations, even tho educational institutions might not be in a position to use these channels for years. Behind latter point was the reasoning that such channels are comparable to natural resources and should be reserved for use by institutions publicly owned or backed.

FM Net

Establishment of an educational FM network received much consideration at the three-day meeting October 10-12. After opposition from some members it was decided

to go ahead with network planning and eventual operation. In outlining the feasibility of a network operation, Hull pointed out that NAEB now has 95 members and 50 stations in 31 states. He reviewed the fact that many of the stations cover large areas and that NAEB member stations, such as WNYC, New York, are talking of setting up regional public service networks. He further showed that if each of the stations could operate four hours a night and assign two hours of this as network option time, a top coverage job could be done by the net.

At the beginning, plan is to have a transcription net with stations exchanging programs thru a central office. Later, it is hoped, relays via wireless or cable would link stations and, it is planned, regional groupings. Already, it was said, the Canadian Broadcasting Company has offered to link with such a net.

More Dough Needed

To set up such an operation, more money than the NAEB members can get immediately from their parent institutions will be required, it was admitted. For this reason, negotiations are under way with a top-notch educational foundation which is being asked to put up $50,000 to cover operations until the association can become self-supporting.

As first step toward formation of an educational net, Dallas Smythe, former FCC economist, now stationed at the University of Illinois, is going to survey educational broadcasters and institutions to get material which would be used for initial planning of the web.

TELEVISION - RADIO

'COME DOWN FROM THAT IVORY TOWER'

THEMES EDUCATIONAL BROADCASTERS CONVENTION

Urbana, Ill., October 12

The Association of Educational Broadcasters in convention here adopted a resolution yesterday (11) in favor of strong representations to the FCC to reserve certain television channels for educational and non-profit purposes.

It was pointed out that none is now so reserved and feeling was expressed that the procedure following in keeping FM frequencies for this purpose could be followed in TV.

To Establish Standards

Urbana, Ill., October 12

In sharp contrast to the ivy-walled academic atmosphere of Illinois University, 50 station operators opened the 22nd meeting of the National Association of Educational Broadcasters, Sunday (10) with a hard-headed, business approach to their problems. Dominant tone of the conclave is that educational radio must come down from its ivory tower in order to compete for audiences and public support.

Initial project for the NAEB will be the job of setting up standards for new educational stations as well as standards for professional teaching qualifications in more than 700 colleges offering courses in radio and television. Many NAEB are burned over the fact that the National Association of Broadcasters stole a march in the latter category by setting up the University Association for Professional Radio Education.

NAEB is also mulling plans to establish central headquarters in Washington to act as legislative coordinator and keep member stations informed of FCC actions affecting them. Some talk was also heard of employing a full time executive secretary, a parttime post now held by Morris Novik, N.Y. radio consultant. Necessity of creating a director of research for audience surveys on effectiveness of educational stations was also discussed.

Keynote of the organization was sounded by Richard Hull, NAEB proxy, who said: "NAEB's objective is for the more than 50 member stations to provide program service in terms of the special interest of U.S. regions and cities. No long-hair effort, NAEB points to member stations such a KOAC, Oregon; WNYC, N.Y.; WKAR, Michigan; WOI, Iowa, which are commanding a large share of regional audiences and are promotional-minded and publicity conscious."

Proposals were also drawn up for a transcription network linking present AM and FM stations owned by city boards of educations and universities. Such a move would provide program coverage for the major population areas in the U.S.

-- From VARIETY
(Wednesday, October 13, 1948)

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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